

RETAIL MERCHANDISING APPARATUS AND METHODS THEREFOR

ABSTRACT

The present invention relates to retail merchandising apparatus for use with a pallet stackable with merchandise items arranged in multiple layers thereon to form a loaded pallet. The retail merchandising apparatus includes pallet support means for bearing the loaded pallet and lifting means operatively connected to the pallet support means for selectively moving the pallet support means between a lowered position and a raised position relative to a floor. An open-topped housing accommodates the pallet support means and the lifting means mounted therein. The housing has a plurality of upstanding housing walls. The retail merchandising apparatus further includes display means associated with the housing for placing a promotional message within view of a customer. When bearing a loaded pallet, the pallet support means is selectively positionable within the housing such that a selected portion of the merchandise items carried on the loaded pallet protrudes at least partially from the top of the housing within view of the customer.